

SWTV Twitter Guidelines for Education and Public Access Producers

- Only three tweets per program per week. Any change in this number will be reflected in these guidelines.
- Make sure your tweet fits! Twitter accepts 140 characters **including links**. If you are over the character limit slightly, you implicitly grant me permission to edit your tweet and then post it. If you are over limit markedly, I will notify you via e-mail.
- Keep it civil: Tweets associated with unlawful activity or that contain offensive or vulgar language or photos, personal attacks on staff or members of the public, or any form of commercial solicitation will not be posted.
- You can include links to websites that are relevant to your program, fit within the context of SWTV, and are not commercial solicitations. Although the Edina Playback Facility uses Bitly to truncate weblinks, please project enough room to include them in your tweet. (For those of you already utilizing social media, feel free to send me shortened links.)
- I will tweet photos provided that:
 - You e-mail me the photo
 - It is a photo relevant to your program or fits within the context of Southwest Community Television
 - The photo is not larger than 1MB
 - You give it some kind of tweetable caption or description
 - You fill out an [SWTV MEDIA RELEASE FORM](#) (Your signed form will be valid for 6 months.)
- To ensure same day tweeting, please e-mail me your tweet by 12PM that day. Tweets e-mailed to me after 12PM will be posted no later than the following business day. Producer tweets will only be posted on business days.
- The Edina Playback Facility will continue to post tweets of its own. The EPF will not, by volume of tweets, favor any one program more than another. Tweets requested by producers, however, could skew this coverage. Consider participating!

Please contact me if you have any questions and be sure to follow [SWTV on Twitter!](#)